

<b>Notice of Allowability</b>	<b>Application No.</b>	<b>Applicant(s)</b>
	09/933,602	REARDON, KEVIN J.
	Examiner Andre Boyce	Art Unit 3623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1.  This communication is responsive to Applicant's amendment filed 3/2/07.
2.  The allowed claim(s) is/are 4-11 and 13.
3.  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a)  All
  - b)  Some\*
  - c)  None
 of the:
  1.  Certified copies of the priority documents have been received.
  2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3.  Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4.  A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5.  CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
  - (a)  including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
    - 1)  hereto or 2)  to Paper No./Mail Date \_\_\_\_\_.
  - (b)  including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6.  DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1.  Notice of References Cited (PTO-892)
2.  Notice of Draftsperson's Patent Drawing Review (PTO-948)
3.  Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
4.  Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5.  Notice of Informal Patent Application
6.  Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_.
7.  Examiner's Amendment/Comment
8.  Examiner's Statement of Reasons for Allowance
9.  Other \_\_\_\_\_.

Beth Van Doren  
Beth Van Doren  
AU 3623  
Primary Examiner

**DETAILED ACTION**

1. This action is in response to Applicant's amendment filed March 2, 2007. Claims 4, 5, 7, 8, 11 and 13 have been amended. Claims 1-3 have been canceled. Claims 4-13 are pending.

***Examiner's Amendment***

2. An Examiner's Amendment to the record appears below. Should changes and/or additions be unacceptable to Applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.
3. Authorization for this Examiner's Amendment was given in a telephone interview with Steven Fischman on May 11, 2007. The application has been amended as follows:

**In the claims:**

11. (Currently amended) A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform method steps for analyzing a business that provides deliverable end-user products to consumers, said end-user products including components wherein each deliverable product and each component have a perceivable cost and consumer value, said method steps comprising:

Art Unit: 3623

- a) obtaining Average Sales Price (ASP) trend data for a deliverable end-user product provided by said business and tracking changes of said trend data over a period of time, said period divided into one or more time intervals;
- b) obtaining ASP trend data for a component used in said deliverable end-user product and tracking changes of said trend data for said component over said period of time,
- c) generating a data structure including elements for characterizing trend data as meeting certain performance criteria;
- d) mapping said trend changes associated with trend data for a deliverable end-user product and trend data for a component used in said deliverable end-user product for each period to said elements in said data structure; and,
- e) performing analysis of said elements for a component and deliverable product in each time interval, said elements indicating potential corrective action with respect to a value or cost for said component or deliverable product,

~~wherein said data structure includes a matrix for characterizing relationships between ASP trends of deliverables and ASP trends of components, as being equal to or above a base level between successive time intervals, as being below a base level while remaining flat, increasing or decreasing between successive time intervals.~~

wherein said data structure includes a matrix for characterizing relationships between ASP trends of deliverables and ASP trends of components, one or more elements of said matrix characterizing at least one of said deliverable and component ASP trends as being equal to or above a base level between successive time intervals,

wherein said base level is zero, one or more elements characterizing said trends as being equal to or above said base level thereby defining a stability sector, and wherein one or more elements of said matrix characterizes at least one of said deliverable and component ASP trends as being below a base level while remaining flat, increasing or decreasing between successive time intervals.

12. (Canceled)

***Reasons for Allowance***

4. Claims 4-11 and 13 are allowed.

5. The following is an examiner's statement of reasons for allowance:

With respect to independent claims 4 and 11, none of the prior art of record, taken individually or in any combination, teach inter alia obtaining Average Sales Price (ASP) trend data for a deliverable end-user product provided by said business and tracking changes of said trend data over a period of time, said period divided into one or more time intervals; obtaining ASP trend data for a component used in said deliverable end-user product and tracking changes of said trend data for said component over said period of time, generating a data structure including elements for characterizing trend data as meeting certain performance criteria; mapping said trend changes associated with trend data for a deliverable end-user product and trend data for a component used in said deliverable end-user product for each period to said elements in said data structure; and performing analysis of said

elements for a component and deliverable product in each time interval, said elements indicating potential corrective action with respect to a value or cost for said component or deliverable product, wherein said data structure includes a matrix for characterizing relationships between ASP trends of deliverables and ASP trends of components, one or more elements of said matrix characterizing at least one of said deliverable and component ASP trends as being equal to or above a base level between successive time intervals, wherein said base level is zero, one or more elements characterizing said trends as being equal to or above said base level thereby defining a stability sector, and wherein one or more elements of said matrix characterizes at least one of said deliverable and component ASP trends as being below a base level while remaining flat, increasing or decreasing between successive time intervals.

With respect to independent claims 8 and 13, none of the prior art of record, taken individually or in any combination, teach inter alia, providing a business plan associated with the selling of a deliverable product in the market, said plan organized as a series of successive time intervals, with each said interval indicating hypothetical movement of profitability of said deliverable product; generating a data structure including elements for characterizing trend data as meeting certain performance criteria, each said element indicating one or more corrective actions that may be performed with respect to a value or cost for a deliverable or one of its components; obtaining actual ASP trend data for said deliverable and component at a current sampling interval and mapping said actual ASP trend data for said

deliverable and component to a corresponding element in said data structure; comparing said mapped element with a hypothetical movement defined for the deliverable product and component according to said business plan at the current sampling interval; and making corrective changes with respect to a value or cost for said component or deliverable according to the comparison, wherein said data structure includes a matrix for characterizing relationships between ASP trends of deliverables and ASP trends of components, as being equal to or above a base level between successive time intervals, as being below a base level while remaining flat, increasing or decreasing between successive time intervals.

6. The prior art references most closely resembling Applicant's claimed invention are Kalyan et al (USPN 6,826,538) and Fields et al (USPN 5,459,656).

Kalyan et al discloses a value management pricing method, wherein prices of components make up the product, wherein each component has a determined value/price and is used to calculate the value/price of the product. In addition, Kalyan et al disclose component values used to price non-standard products based on supply and demand and calculated components being the basis of a variety of pricing decisions, including oversupply.

Fields et al disclose actual demand mapped against threshold limits, monitoring actual demand against projected demand, and revising near future-intervals to reflect detected deviations, wherein the percent differential is compared to threshold limits in order to determine the value to be projected over the remaining intervals.

However, with respect to claims 4 and 11, neither Kalyan et al nor Fields et al disclose obtaining Average Sales Price (ASP) trend data for a deliverable end-user product provided by said business and tracking changes of said trend data over a period of time, said period divided into one or more time intervals; obtaining ASP trend data for a component used in said deliverable end-user product and tracking changes of said trend data for said component over said period of time, generating a data structure including elements for characterizing trend data as meeting certain performance criteria; mapping said trend changes associated with trend data for a deliverable end-user product and trend data for a component used in said deliverable end-user product for each period to said elements in said data structure; and performing analysis of said elements for a component and deliverable product in each time interval, said elements indicating potential corrective action with respect to a value or cost for said component or deliverable product, wherein said data structure includes a matrix for characterizing relationships between ASP trends of deliverables and ASP trends of components, one or more elements of said matrix characterizing at least one of said deliverable and component ASP trends as being equal to or above a base level between successive time intervals, wherein said base level is zero, one or more elements characterizing said trends as being equal to or above said base level thereby defining a stability sector, and wherein one or more elements of said matrix characterizes at least one of said deliverable and component ASP trends as being below a base level while remaining flat, increasing or decreasing between successive time intervals.

With respect to claims 8 and 13, neither Kalyan et al nor Fields et al disclose providing a business plan associated with the selling of a deliverable product in the market, said plan organized as a series of successive time intervals, with each said interval indicating hypothetical movement of profitability of said deliverable product; generating a data structure including elements for characterizing trend data as meeting certain performance criteria, each said element indicating one or more corrective actions that may be performed with respect to a value or cost for a deliverable or one of its components; obtaining actual ASP trend data for said deliverable and component at a current sampling interval and mapping said actual ASP trend data for said deliverable and component to a corresponding element in said data structure; comparing said mapped element with a hypothetical movement defined for the deliverable product and component according to said business plan at the current sampling interval; and making corrective changes with respect to a value or cost for said component or deliverable according to the comparison, wherein said data structure includes a matrix for characterizing relationships between ASP trends of deliverables and ASP trends of components, as being equal to or above a base level between successive time intervals, as being below a base level while remaining flat, increasing or decreasing between successive time intervals.

7. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably

Art Unit: 3623

accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

***Conclusion***

8. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

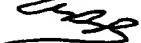
-Kalyan (WO 99/26168) discloses valuing products based on demand probabilities.

9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Andre Boyce whose telephone number is (571) 272-6726. The examiner can normally be reached on 9:30-6pm M-F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq Hafiz can be reached on (571) 272-6729. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 3623

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

  
adb  
May 11, 2007

Beth Van Doren  
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Primary Examiner